

ORDER



Orders
Order / Rev: 704806
Alt Order #: 06262898
Product Desc: DCCC
Estimate: 1499
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/06/12 / 08/06/12
Order Type: Political

KXTV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Democratic Congressional Campaign
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	19	\$11,470.00	\$9,749.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$11,470.00	\$9,749.50	0.00
Totals	19	\$11,470.00	\$9,749.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KXTV	22%	\$11,470.00
Market	100%	\$52,136.36

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBSV	0%	\$0.00
KCRA	25%	\$13,034.09
KFTL	0%	\$0.00
KMAX	4%	\$2,085.45
KOVR	27%	\$14,076.82
KQCA	1%	\$521.36
KSPX	0%	\$0.00
KTXL	21%	\$10,948.64
KUVS	0%	\$0.00
KVIE	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXTV	09/04/12	09/10/12	The View	CM	10-11am	MTWTF--	:30	1	\$510.00	P-2	0.00	NM	1	\$510.00
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE THE VIEW Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTF-- 1 \$510.00 0.00															
E 2	KXTV	09/04/12	09/10/12		CM	1135p-1206xm	MTWTF--	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00

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Advertiser: Democratic Congressional Campaign Cc
 Product Desc: DCCC
 Estimate: 1499

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Nightline														
Nightline														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NIGHTLINE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$700.00		0.00			
E 3	KXTV	09/10/12	09/10/12	2-230p	CM	2-230p M-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
Jeopardy 2														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY II FTC: 9/10/12														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	M-----				1	\$325.00		0.00			
E 4	KXTV	09/04/12	09/10/12	M-F 4-5p	CM	4p-5p MTWTF--	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
Ellen														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$650.00		0.00			
E 5	KXTV	09/04/12	09/10/12	5p News10	CM	5-530p MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
News10 @ 5p														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				2	\$850.00		0.00			
E 6	KXTV	09/04/12	09/10/12	M-F 5-6am	CM	5-6a MTWTF--	:30	1	\$135.00	P-1	0.00	NM	1	\$135.00
News10 Good Morning @ 5am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10 GOOD MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$135.00		0.00			
E 7	KXTV	09/04/12	09/10/12	ABC World News Tonight	CM	530-6p MTWTF--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
ABC World News Tonight														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE ABC NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$1,000.00		0.00			
E 8	KXTV	09/04/12	09/10/12	6p News10	CM	6-630p MTWTF--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
News10 @ 6pm														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$900.00		0.00			
E 9	KXTV	09/04/12	09/10/12	M-F 6-7am	CM	6-7a MTWTF--	:30	1	\$265.00	P-1	0.00	NM	1	\$265.00
News10 Good Morning @ 6am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS 10 GOOD MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$265.00		0.00			
E 10	KXTV	09/04/12	09/10/12	M-F 630-7p	CM	630-7p MTWTF--	:30	1	\$1,125.00	P-2	0.00	NM	1	\$1,125.00
Jeopardy														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE JEOPARDY II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$1,125.00		0.00			
E 11	KXTV	09/04/12	09/10/12	M-F 7-730p	CM	7-730p MTWTF--	:30	1	\$1,105.00	P-1	0.00	NM	1	\$1,105.00
Wheel														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE WHEEL OF FORTUNE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$1,105.00		0.00			
E 12	KXTV	09/04/12	09/10/12	M-F 7-9am	CM	7-9a MTWTF--	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
GMA 7-9am														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE GOOD MORNING AMERICA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/04/12	09/10/12	MTWTF--				1	\$225.00		0.00			
E 13	KXTV	09/08/12	09/08/12	News10@ 6pm Sat	CM	6-630p -----S-	:30	1	\$250.00	NON	0.00	NM	1	\$250.00
News10@ 6pm Sat														
ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$250.00		0.00			
E 14	KXTV	09/08/12	09/08/12		CM	8-9a -----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00

KXTV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat News 8-9a											
				News10 Sat @ 8a											
				ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS10 GOOD MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S-		1		\$250.00		0.00					
E 15	KXTV	09/09/12	09/09/12	News10@ 6pm Sun	CM	6-630p	-----S	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
				News10@ 6pm Sun											
				ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S		1		\$450.00		0.00					
E 16	KXTV	09/09/12	09/09/12	Sun News 8-9a	CM	8-9a	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
				News10 Sun @ 8a											
				ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS10 GOOD MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----S		1		\$300.00		0.00					
E 17	KXTV	09/04/12	09/10/12	News10 @ 11pm	CM	11-1135p	MTWTFSS	:30	2	\$790.00	P-2	0.00	NM	2	\$1,580.00
				News10 @ 11pm											
				ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE NEWS10 @ 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/04/12	09/10/12	MTWTFSS		2		\$790.00		0.00					
													Totals	19	\$11,470.00